



Telling the Oregon Story...

Our legacy, our future

(Title)

Talking points:

This presentation is intended as a brief, 20 minute INTRODUCTION to the value of good planning and provides a general background on Oregon's unique land use planning program.

The presentation was created via a partnership between:

the Oregon Chapter of the American Planning Association and

the Oregon Transportation and Growth Management Program

(...and speaker's own organization if you'd like to add a few of your own slides.)

Problems we sometimes face



Problems we sometimes face (unattractive images depicting “why we plan”)

(Note: some speakers may choose to invert the order of this slide with slide 3... ie. “start with the positive, rather than the negative.”)

Talking points: When we think about the quality of our communities, some of the negative aspects we worry about are:

- traffic congestion,
- characterless, unfocused development (sprawl),
- run-down neighborhoods and vacant downtowns, and
- natural hazards.

Speaker’s option: If you’re comfortable with a more interactive format, wait to show this slide until you’ve asked the audience to suggest some of the types of problems they think planning should address...

What matters to Oregonians



What matters to Oregonians

Talking points: When we think of the positive attributes of what a community could be, we think of

- good places for people of all ages and lifestyles (safe, friendly neighborhoods)
- natural areas for open space and recreation
- good jobs and
- community facilities such as schools, libraries, places to gather for arts, cultural and entertainment activities)

Speaker's option: similar to slide 2, pose questions about what are attributes of “livability”... the aspects of community Oregonians value.

**It's how we get there...
good planning matters!**

Good planning supports common values

Protects our environment

Maintains identity & sense of place

Creates safe neighborhoods

Balances short & long-term needs



Good planning supports common values

Talking points:

- good planning strives to first identify and then seek balance in implementing a wide range of common goals.
- common values held by Oregonians include:
 - healthy, sustainable natural environments,
 - distinctive, memorable places, and
 - safe, walkable neighborhoods.

Optional point: After 30 years of innovative land use planning, it's time to re-engage Oregonians in defining these common values. Efforts to "Engage Oregon," will be addressed later in the slides. (See slide #26)

**It's how we get there...
*good planning matters!***

Good planning is good business

Provides stability in land values

**Provides predictability –
time is money**



Good planning is good business (part 1 of 2)

Talking points:

- good planning provides predictability to builders, thus saving money.
- good planning requires that the permitting and governmental review processes be completed in a timely manner.
- good planning also leads to stable property values... provides certainty for both neighborhoods and developers

**It's how we get there...
*good planning matters!***

Good planning is good business

**Assures land is available for jobs
Fosters healthy downtowns**



Before



After



Good planning is good business (part 2 of 2)

Talking points:

- good planning helps diversify the job base by ensuring that there is enough land for both industrial and commercial job creation...
- and helps to redevelop downtowns (and commercial centers) into healthy, vibrant environments.

**It's how we get there...
*good planning matters!***

Good planning is good government

Planning saves taxpayer's money

Efficient, economical utilities & services

Orderly, thoughtful development

Quality, lasting communities



Good planning is good government

Talking points:

- focused development patterns can substantially reduce costs of infrastructure
- examples of infrastructure include
 - utilities (roads, water, sewer, etc) and
 - public services (schools, emergency services, etc)
- quality design creates to stable, enduring neighborhoods and community centers

*It's how we get there...
good planning matters!*

Good planning assures individual choice

Housing choices

Transportation choices

Lifestyle and livelihood choices



Rural



Suburban



Urban

Good planning assures choice

Talking points:

- planning allows for **different lifestyle choices**, from rural to suburban to urban
- variety in housing options and transportation choices also result from good planning.

**It's how we get there...
*good planning matters!***

Good planning happens at the local level



**Reflects a distinctive
local vision**

**Is flexible and dynamic
over time**

**Is coordinated with
nearby communities**



Good planning happens at the local level

Talking points:

- good planning does not utilize “one size fits all” techniques; both the process and the content of local discussions must reflect community values
- good planning is not “set in stone”
- good planning encourages intergovernmental cooperation

*It's how we get there...
good planning matters!*

Land Use Planning



LAND Use Planning (1st of 3 slides) ... highlighting the word LAND

Talking points:

- land is not just a flat surface to site structures upon... it includes the natural systems above and below the surface
 - use of the land impacts air quality and
 - use of the land impacts water quality.

*It's how we get there...
good planning matters!*

Land Use Planning



Land USE Planning (2nd of 3 slides) ... highlighting the word USE

Talking points: We USE land for many different uses:

- industrial,
- commercial,
- agricultural,
- recreation,
- transportation, and
- housing.

Planning strives to ensure enough land is “**zoned**” for a range of uses that are not in conflict when adjacent to one another... and, of course, within each use there are often specific “**conditions**” to address community concerns.

*It's how we get there...
good planning matters!*

Land Use Planning



Land Use PLANNING (3rd of 3 slides) ... highlighting the word PLANNING

Talking points:

- good planning is ultimately a community **PROCESS**... about determining, as a community, what we want our community to be
- “mapping out” how to get to there
- and following through to get it built.... turning a common vision into a reality.

**In Oregon
...planning is at the heart of the matter**

Integrated local and state planning solutions



Integrated local and state planning solutions

Talking points:

- each area of concern is interconnected ... comprehensive planning for a healthy community brings together many disciplines
- the land itself is often the common, most costly, element uniting these concerns

Speaker's option: if you're familiar with the Governor's Community Solution Team efforts, it might be highlighted as an approach to problem solving on this slide

Tools for Oregonians ... the statewide planning program

A 30 year legacy

Governor Tom McCall's
vision and leadership

Award winning,
internationally acclaimed

Time-tested,
community-based results



Straub



Atiyeh



Goldschmidt



Roberts



Kitzhaber

Transition slide from general “why plan” introduction to, more specifically, Oregon’s program)

A 30 Year Legacy

Talking points:

- since 1973 and the passage of Senate Bill 100, Oregon’s statewide land use planning program has evolved into a model which is widely considered one of the best
- every Oregon Governor since McCall has been a strong supporter of the statewide planning program
- SB 100 established a framework in which each city and county would adopt **comprehensive plans** consistent with broad statewide goals.

Optional historical note... program was a response to concerns about the effect of rapid population growth and unplanned development in communities around the state. The state’s best farm and forest lands were being converted to scattered subdivisions and rural ranchettes. *McCall quote:*

“There is a shameless threat to our environment and to the whole quality of life, an unfettered despoiling of the land. Sagebrush subdivisions, coastal ‘condomania,’ and the ravenous rampage of suburbia in the Willamette Valley all threaten to mock Oregon’s status as the environmental model for the nation. We are dismayed that we have not stopped misuse of the land, our most valuable finite natural resource.”
1973 opening address to the Legislature.

**Tools for Oregonians
... the statewide planning program**

Partnerships are key

Local decisions shape communities



Statewide goals provide framework for local plans



Informed public involvement ensures success



Partnerships are key

Talking points: The Statewide program has 3 components-

- an emphasis on local decision making and implementation,
- a statewide framework that is used by local communities as building blocks, and
- opportunities for Oregon residents to get directly involved.

The following series of slides elaborate on each of these principles...

Tools for Oregonians
... local decisions shape local communities

**Honors local character...
ensures distinctive places**



Honors local character... ensures distinctive places

Talking points: For example, 4 very different communities operate within the statewide program to create and enhance their distinctive community centers.

- Newport's historic bayfront
- The suburban community of Tualatin's creation of a "new" town center, Tualatin Mews
- Lakeview's classic eastern Oregon "main street" and
- Eugene's urban areas nestled below Skinner Butte.

**Tools for Oregonians
... the statewide planning program**

19 goals provide the foundation for local decision-making

- **Planning for people**
- **Agriculture and Forestry**
- **Urban Growth**
- **Natural Resources**
- **Coastal Resources**



**19 goals provide the foundation for local decision-making
(grouped into 5 categories similar to DLCDC brochure)**

Talking points:

- 19 goals reflect the values of Oregonians and serve as local building blocks.
- Address major statewide concerns about planning for growth and protecting what's special about Oregon.

**Tools for Oregonians
... the statewide planning program**

Planning for people

- **Citizen Involvement**
- **Land Use Planning**



Planning for People

Talking points:

- Goal 1 exists to make sure Oregon communities have systems in place to ensure citizens have an opportunity for active, direct involvement.
- Goal 2 established the statewide land use planning system.
- Oregon's process is a national model for balancing citizen involvement with fast, fair decision-making...
 - state law and local ordinances build in notice to affected neighbors and give them the opportunity to comment on approval of major new developments
 - under state law, development approvals under existing plans and zoning take no more than 120 days

**Tools for Oregonians
... the statewide planning program**

Agriculture and Forestry

- **Agricultural Land**
- **Forest Land**



Agriculture and Forestry (part 1 of 2)

Talking points:

- preservation of farm and forest lands has been a fundamental tenant of the statewide land use program...emphasizing the viability of farming and forestry as a key state industries.
- zoning outside urban growth boundaries protects larger tracts of land for farm and forest use. Subdivisions and other uses that would interfere with or be incompatible are limited.
- some rural lands allow new housing, such as previously divided parcels with smaller lots and lands that are unsuitable for farm or forest uses.



Slowing the loss of farmland (part 2 of 2)

Talking points:

- acres lost to urban development are significantly smaller than in other states.
- While approximately 1% of Oregon farmland has been developed, the majority of this farmland is located within urban growth boundaries that had been designated for growth. In contrast, California and Florida have lost over 1 million acres to sprawling development.

**Tools for Oregonians
... the statewide planning program**

Urban and Rural Development

- **Urbanization**
- **Economic Development**
- **Housing**
- **Public Facilities and Services**
- **Transportation**



Urban Growth Management (part 1 of 2)

Talking points:

- urban goals work together to ensure an adequate supply of land is available for a wide range of uses.
- for example, the public facilities goal ensures a coordinated, thoughtful process is followed between local governments to avoid wasteful over or under build out of costly infrastructure.

Speaker's option: opportunity to talk about Transportation Planning Rule, and/or affordable housing, etc as more examples

**Tools for Oregonians
... the statewide planning program**

Urban Growth Boundaries



Urban Growth Boundaries (part 2 of 2)

Talking points:

- a key feature of the statewide land use planning program is a requirement for each of the 240 cities in the state to establish an urban growth boundary.
- UGB's separate urban and rural uses and make it predictable to know where to focus future growth and to cost-effectively plan for the associated public facilities and infrastructure.

Speaker's note: images are Athena in Eastern Oregon and the Portland-Metro area

**Tools for Oregonians
... the statewide planning program**

Natural Resource Protection

- **Natural / Scenic / Historic Areas**
- **Air, Water, and Land Resources**
- **Natural Disasters / Hazard Areas**
- **Recreational Needs**
- **Energy Conservation**
- **Willamette River Greenway**



Natural Resource Protection

Talking points:

- The goals and local plans strive to protect and limit development on sensitive lands throughout the state. Though federal mandates require us to do more to protect salmon and other threatened species, our efforts to contain development and protect important resources give us a strong base to build upon.
 - Important natural resource areas, including significant fish and wildlife habitat, wetlands, and streams are identified in local plans, and development is limited to protect these values.
 - Development of lands along the Willamette River, home to 75% of the state's population are subject to special protection as part of the Willamette River Greenway.
 - Development in hazardous areas is limited: building in floodplains, on steep slopes and in other areas is prohibited or subject to special review.

**Tools for Oregonians
... the statewide planning program**

Coastal Resources

- **Estuarine Resources**
- **Coastal Shorelines**
- **Beaches and Dunes**
- **Ocean Resources**



Coastline Protection

Talking points:

- Development of sensitive coastal resources: our beaches and dunes, estuaries and coastal shorelands is limited.
- Developments have to be setback from sensitive habitats and away from areas of known hazards to protect both the resources, development and the associated public investments.

Tools for Oregonians
...working it out together

“Heroes are not statues framed against a red sky; they are people who say... *this is my community and it’s my responsibility to make it better.*”

Tom McCall, Governor



McCall quote (speaker may choose to read out loud)

Talking points:

- the third, and perhaps most important ingredient in the statewide program, is the **direct involvement of Oregonians**.
- in order to make the program work, Oregonians must get involved... creating a vision and monitoring to see it is being achieved.
- citizens can choose to get involved at the neighborhood, community, regional or state levels... ranging from working groups on specific developments to long range planning efforts.

Tools for Oregonians
...working it out together

How to get involved

Actively participate...

- in local and state boards and commissions
- in neighborhood and non-profit groups

Provide testimony...
at public hearings

Current planning

- development permits
- code enforcement

Long-range planning

- comprehensive plan policies
- zoning and code revisions

How to get involved

Talking points:

- The most common ways to get involved are through neighborhood associations, volunteer boards and commissions. Public testimony is also a vehicle at many stages throughout the planning and development process.
- Involvement in current planning includes responding to development permits and code enforcement issues (often termed “reactive”); or
- Involvement in long range planning includes recommendations for public policy, zoning and development code revisions (“proactive”).

Speaker's Note: (Optional) Describe “**Engage Oregon**” campaign mentioned in slide 3... details to unfold during Fall 2002 via Hatfield School of Government, PSU and Oregon Chapter, American Planning Association.

Your next steps...

Getting involved

Contact your local city or county planning department
<http://statelocalgov.net/or.htm>

Oregon Department of Land Conservation and Development
phone: (503) 373-0050
www.lcd.state.or.us

Oregon Chapter of the American Planning Association
phone: (503) 650-8558
www.oregonapa.org



Getting involved

Talking points:

- Our communities are changing and our plans need to change along with them.
 - **Our economy is changing.** Our transition from wood chips to computer chips illustrates our changing place in an increasingly world-wide economy.
 - **Oregon families are changing:** families are smaller, and there are an increasing number of older Oregonians with very different housing needs
 - **Once again, Oregon communities face the question of what kind of future they want...** planning can help us shape an answer to these questions. For example:
 - Where do we grow from here?*
 - How can transportation serve our communities?*
 - How do we balance development and natural resource protection?*
- **For more information about community planning efforts,** please contact your local planning department, Oregon's Department of Land Conservation and Development, or any APA member.

Contact your local city or county planning department

